



Data and Privacy Category Guides

Apple Media Services

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Apple Media Services

Category	Source	Purpose	Disclosures to Third-Party Businesses
Identifiers (for example, name, Apple ID, email address, mobile, Pay account numbers)	- Your Apple ID account information such as name, email address, or phone number from Apple systems - Hardware identifiers, such as serial number, and IP address from your device	- To provide you with the product or services requested - To sync your experience across your devices - To check your eligibility for certain product offers - Fraud and security	- If you sign up for Apple Music through a phone carrier, we will let the carrier know you have activated your service - You can choose to share information with developers whose games you are playing, such as your identifier and avatar
Protected classes (for example, race, ethnicity, gender, elderly, marital status, sexual orientation)	The fact that someone is a child may be collected from Apple systems arising from your Game Center activity	To enable content restrictions for games	None
Commercial information (for example, order number, payment and billing information)	Payment methods and content purchased are collected directly from you or Apple systems	- To process your transactions - To provide you with the product or services requested - To allow other members of Family Sharing to access your purchased content	None
Biometric information (for example, faceprints, retina scans, identifiable gait patterns)	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>
Network activity information (for example, your activity on an app or website, your App Store searches)	Service usage information, including browsing activity, is collected from your device	- To provide, personalize, and improve your experience in the services - To sync your experience across your devices - To compensate our partners - Fraud and security	None
Geolocation data	If Location Services is enabled, non-personally identifiable location information is sent periodically to Apple	- To offer geographically relevant apps and services if "Popular Near Me" is enabled - To provide you with content available in your region	None

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Sensory data (for example, heat imaging, microphone data)	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>
Employment information (for example, qualifications, employer)	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>
Education information (for example, educational institution, student status)	Information about whether you are a student is collected from you	To determine eligibility for student discounts	None
Profile inferences (for example, content recommendations, personalized settings)	• If Personalized Recommendations is enabled, Apple uses the information described to personalize your experience in the App Store • Apple collects information about how you use the services in order to tailor content to your tastes • If you have not enabled Limit Ad Tracking, Apple may use contextual and account information to assign users to segments which must contain at least 5,000 people for ads served in the App Store, Apple News, and Stocks	• To personalize your experience • To serve you relevant ads in the App Store for apps that may be of interest or within News depending on your preferences	None